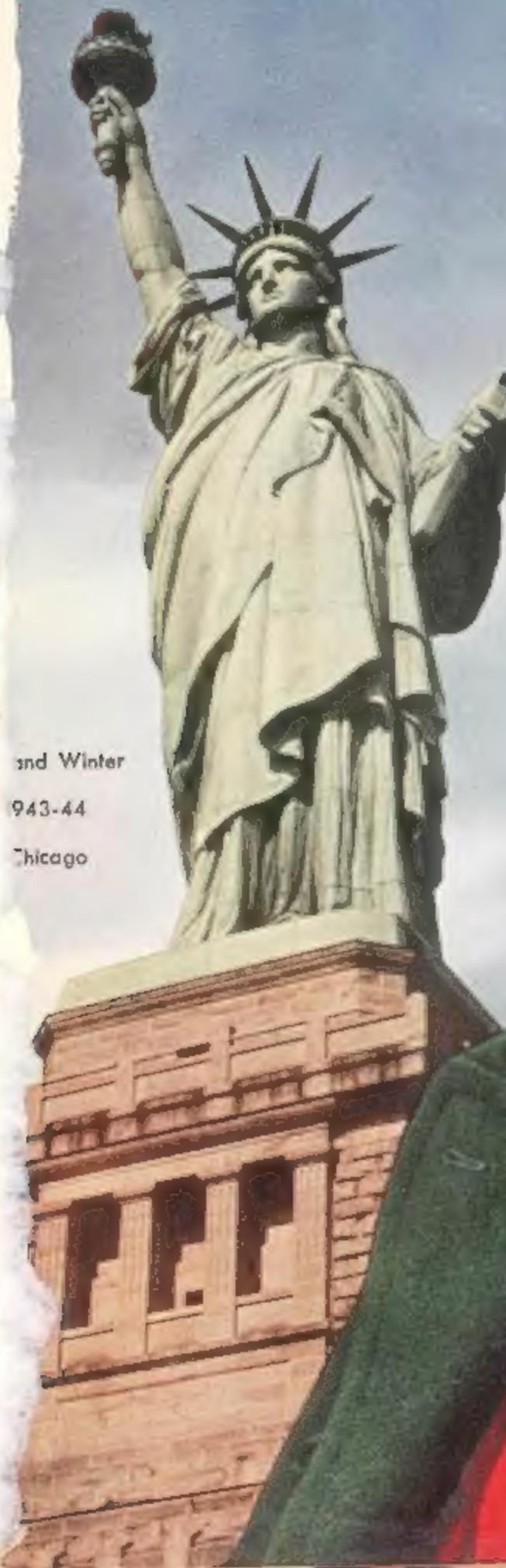


SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



2nd Winter

943-44

Chicago



SS



Sears Famous \$4.98 Dresses

\$498
each



You've shown such appreciation of our \$4.98 specification dresses, you've been so enthusiastic about their styles, their wonderful value, that we're putting them in the place of honor in this book—right up in front. And that's where they belong for, in my opinion, they top anything in the market. That's what we set out to do when we introduced them three seasons ago, and a half million satisfied customers since prove we've accomplished it.

Only a great mail order house like Sears is in a position to do this—we buy in tremendous quantities, we have the prestige, the knowledge, the experts, that make it possible. We've known where to find the best fabrics—we've been able to buy them in such quantities that we could effect a real saving for you. We've made our arrangements with top-grade manufacturers, placed orders that meant big production, economical production—again savings for you. Our own experts have worked out the patterns so that you may enjoy the satisfaction, the sense of being well-groomed, that come with a dress that really fits you. We've written our own specifications to the manufacturer—these dresses must be made our way and that means a neatness of finish, an attention to detail, usually found only in much more expensive garments.

As for the styles, I've looked after those myself. I know Style. And I know America. I've been catering to style-conscious, value-conscious, women for more than twenty years. I've observed that women everywhere put becomingness and suitability above mere passing style fads. They want dresses in which they "feel right"—dresses in which they look their best. That means simple style, the sort that's becoming to any age, figure, occasion, the sort you never tire of, that's smart not just for one season but for many.

Link this with good fabric, careful making, and you have an unbeatable combination. Sears famous \$4.98 Ann Barton dresses are spread out for your pleasure and selection in Misses' Sizes on pages 2 to 7; and, in Women's on pages 8 and 9.

Mary Lewis

SUPERVISOR OF FASHIONS
SEARS, ROEBUCK AND CO., NEW YORK CITY

Super
Values

Your best buy because:

- SEAMS are pinked and pressed open, stitched 12 to 16 stitches per inch.
- SIDE SEAMS have a $\frac{1}{2}$ -inch seam allowance to provide for alterations.
- HEMS are $1\frac{1}{2}$ to 2 inches wide and all are neatly taped or machine bound.
- WAISTLINE and the yoke are double stitched and are firmly ribbon bound.
- BELT reinforced for added firmness. Belt loops are made of self fabric.
- SHOULDER PADS are cloth covered, are machine stitched, tacked into place.
- SLEEVES BOTTOMS are stitched back neatly and are bound or hand felled.
- BUTTONHOLES are closely spaced and double stitched for added strength.
- THREAD is vat dyed in colors to match all the dress fabrics exactly.
- FABRICS are tested for wearability, durability and also for dry cleaning.

New and exclusive with Sears
"Contour Closure," bulk-free, placket closing insures smooth fit and also serves as a handy, concealed side pocket.

"STUNZI"

Long-wearing rayon gabardine

A—Casual shirtfrock with easy to wear front fullness. Unpressed front pleated, back gored skirt. Saddle stitch accents; simulated leather buttons. Colors: Spruce blue or luggage brown. Misses' sizes: 12, 14, 16, 18, 20. See Misses' size scale on page 17. *State size and color.*

*31F 4500—Shpg. wt., 1 lb. 9 oz. \$4.98

B—Two-piece dress that serves as a year-round, all occasion suit. Saddle stitch trim, simulated leather buttons, back gored skirt. Colors: Luggage brown or spruce blue. Misses' sizes: 12, 14, 16, 18, 20. See Misses' size scale on page 17. *State size and color.*

*31F 4502—Shpg. wt., 1 lb. 9 oz. \$4.98

Button bumper beret. Fine quality fur felt. Colors: Luggage brown, black or navy blue. Measure, *state color.* Shpg. wt., 14 oz. 7B F 1—Fits $21\frac{1}{2}$ to $22\frac{1}{2}$ inch. Hat.... \$4.98

Catalog numbers marked with a diamond * are shipped from New York. Order and pay postage from Sears nearest mail order house.

About Women's and Girls' Fashions

New government regulations affecting garment design for the purpose of conserving fabric have been issued since this catalog went to press. Therefore, in certain instances, you will find that the garments you receive will vary slightly from the catalog in respect to pocket size, collar, belt width, etc., but in every case, styles will all be essentially the same, values equally as good.

It's Easy to Order Rationed Shoes by Mail from Sears

Simply attach Stamp No. 18 (detached from your War Ration Book No. 1) to your order. You are permitted to detach Stamp No. 18 only when ordering by mail. The expiration date of Stamp No. 18 is October 31, 1943. Further information on the one to use after No. 18 expires will be announced in newspapers and by radio. Watch for the announcements of changes. See page 318 of this catalog for complete information on how to order rationed shoes by mail.

C1171PB₂

Sears, Roebuck and Co.

Notice to Customers about Sears Ceiling Prices

No price for any article listed or described herein exceeds the ceiling price for that article as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.

Small Businesses, Garages, Factories, Hospitals, Schools:

Priority ratings have been granted to small businesses, garages, factories, hospitals, schools, etc. for the purchase of maintenance, repair and operating supplies. See Page 910.

C1171PB

Sears, Roebuck and Co.



A

B

Ann Barton
Our own trade mark

Sears Famous \$4.98 Dresses

Perfect answer to your need for simple, well made dresses that fit beautifully, wear wonderfully and give long-term service . . . Sears famous \$4.98 dresses. That's because we've picked classic styles, choice fabrics and had them quality made to meet the most rigid standards.

\$498
each

**SEARS
Super
Values**

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound.
- WAISTLINE and yoke are double-stitched and ribbon bound.
- BELT is firmly reinforced. Belt loops are made of self fabric.
- SLEEVE BOTTOMS are stitched back, bound or hand felled.
- BUTTON HOLES are closely spaced and are double stitched.
- SHOULDER PADS are covered, machine stitched and tacked.
- SEAMS are pinked, pressed open. 12 to 16 stitches per inch.
- SIDE SEAMS have ½-inch seam allowance to allow altering.
- THREAD is vat dyed in colors to match dress fabrics exactly.
- FABRICS are tested for wear, durability and dry cleaning.

New this season—and an exclusive Sears feature! "Contour Closure," bulk-free placket closing that insures smooth, trim fit and also serves as a handy, concealed side pocket.

A—The tailored button-front dress meets your daytime needs for all-occasion utility with crisp, long-lived smartness. That's because it's made of Sears' rayon gabardine. Nicely detailed set-in waist atop gored skirt. Simulated leather belt. Dry clean.

Colors: Beige, soldier blue or luggage brown. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 17. *State size and color.*

♦31 F 4504—Shipping weight, 1 pound 9 ounces.....\$4.98

The hat. Casual, tailored or sporty to suit your mood and your favorite dress. Unusually becoming, easy to wear. Fine far left. *Colors:* Brown, black, navy blue. *Misses': state color.*

78 F 2—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only, \$4.98

B—The front-fullness shirtfrock in Luana rayon, has the soft, young look that anyone can wear becomingly. You'll find it fashion-right for noon to night wear, too. Janty with side slashed pockets. White collar and cuffs are easily detachable. Dry clean.

Colors: Red, soldier blue or medium green. *Misses' sizes:* 10, 12, 14, 16, 18. See size scale on page 17. *State size and color.*

♦31 F 4605—Shipping weight, 1 pound 9 ounces.....\$4.98

C—The two-piece dress in Luana rayon, serves a real, year-round wardrobe need, because you can wear it as a dress alone, or as a suit with contrasting blouses. Button-front jacket has front-tie belt and detachable white collar. Good hanging, center-pleated, gored skirt. Dry clean. *Colors:* Soldier blue or medium green. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 17. *Women's sizes:* 38, 40, 42, 44. See size scale, page 33. *State size and color.*

♦31 F 4556—*Misses' sizes (12-20)*—Shpg. wt., 1 lb. 9 oz....\$4.98

♦31 F 4656—*Women's sizes (38-44)*—Shpg. wt., 1 lb. 9 oz....\$4.98

Everything available on Sears Easy
Payment Plan; see inside back cover.

Catalog numbers marked * are shipped from New York.
Order and pay postage from Sears nearest mail order house.

4 . . . SEARS, ROEBUCK AND CO. ☐ *





RESS

Ann Barton
Our own trade mark

Sears Famous \$4.98 Dresses

First in the field . . . Sears famous \$4.98 dresses . . . because half a million women, who know good value and good clothes, have acclaimed them so. Smart-forever styles, dependable fabrics, careful fit and expert workmanship make them thrilling dress values.

\$4.98
each

**Super
Values**

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound
- WAISTLINE and yoke are double-stitched and ribbon bound
- BELT is firmly reinforced. Belt loops are made of self fabric
- SLEEVE BOTTOMS are stitched back, bound or hand felled
- BUTTON HOLES are closely spaced and are double stitched
- SHOULDER PAOS are covered, machine stitched and tacked
- SEAMS are pinned, pressed open, 12 to 16 stitches per inch
- SIDE SEAMS have 7/8-inch seam allowance to allow altering
- THREAD is vat dyed in colors to match dress fabrics exactly
- FABRICS are tested for wear, durability and for dry cleaning

New this season—and an exclusive Sears feature! "Contour Closure", bulk-free placket closing inserts smooth, trim fit and also serves as a handy, concealed side pocket.

A—The button trim dress has the good lines and simplicity that mean unlimited wearability for you. Note the youthful, easy fitting surplice bodice and soft pleated, gored skirt. Double stitched neckline, self belt. Good quality rayon. Dry clean.

Colors: Dusty aqua or rosewood. Misses' sizes 10, 12, 14, 16, 18. See size scale on page 17. *State size and color.*

♦ 31 F 4508—Shipping weight, 1 pound 6 ounces \$4.98

B—The long-sleeved pleated success, the dress that's made fashion headlines straight across the country. One piece with little pleatings down waist front and around slash pockets. Saucy bow neckline. Gored back skirt. Good quality rayon. Dry clean. Colors: White polka dots on black, luggage brown or medium green grounds. Misses' sizes: 12, 14, 16, 18, 20. Size scale, page 17. *State size, color.*

♦ 31 F 4509—Shipping weight, 1 pound 7 ounces \$4.98

Grosgrain-ruff hat. Tiny, forward-tip tiltier. Smart with everything. Fur felt. Colors: Black or dark brown. Measure; *state color.*

78 F 3—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only \$4.98

C—The tuck-in two-piece, one of the rising stars of fashion, because it's so smart, so comfortable, and looks well on most figures. Wear the bowed blouse with suits, too. Contrasting belted shirt has slash pockets either side of front fullness. Good quality rayon. Dry clean. Colors: Black and white print. Misses' sizes: 10, 12, 14, 16, 18. See size scale on page 17. *State size.*

♦ 31 F 4510—Shipping weight, 1 pound 7 ounces \$4.98

Pretty veiled beret. Big enough to shadow your eyes. Fur felt. Colors: Black or dark brown. Measure; *state color.*

78 F 4—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only \$4.98

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.





Ann Barton

Our own trade mark

Sears Famous \$4.98 Dresses

"More for your money" is an old Sears custom. It's shown in every detail of these grand dresses. You see it in their fine fabrics, precise fit and sensibly smart, becoming styles specially designed for women's sizes.

\$4.98
each

**Super
Values**

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound
- WAISTLINE and yoke are double-stitched and ribbon bound
- BELT is firmly reinforced. Belt loops are made of self fabric
- SLEEVE BOTTOMS are stitched back, bound or hand felled
- BUTTON HOLES are closely spaced and are double stitched
- SHOULDER PADS are covered, machine stitched and tacked
- SEAMS are pinked, pressed open, 12 to 16 stitches per inch
- SIDE SEAMS have ¼-inch seam allowance to allow altering
- THREAD is vat dyed in colors to match dress fabrics exactly
- FABRICS are tested for wear, durability and dry cleaning

New this season—and an exclusive Sears feature:

"Contour Closure", bulk-free placket closing that insures smooth, trim fit and serves as a handy, concealed side pocket.

A—The shirtfrock, so universally becoming, so easy to vary with different accessories, is presented with a tucked front yoke. Front fullness on back gored skirt, self trimmed pockets and belt. Good quality alpaca-type rayon. Dry clean. Colors: Rosewine, soldier blue. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33.

*31 F 4604—State size and color. Shpg. wt., 1 lb. 6 oz. \$4.98

Slouch hat to dip down rakishly, to wear with dash. Fine soft fur felt. Colors: Navy, black, dark brown. Measure, state color.

78 F 7—Fits 22 to 22½ inch. Shpg. wt., 14 oz. Hat only.... \$4.98

B—The fly front-effect dress, accepted favorite because of its slenderizing, easy to wear line, with fine tucking down front and across pockets. Back gored skirt. Detachable white dickey. Good quality rayon. Dry clean. Colors: Gray, soldier blue, rosewine. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33.

*31 F 4602—State size and color. Shpg. wt., 1 lb. 6 oz.... \$4.98

Pint-size sailor with tiny roll brim, frothy veil. Fits securely. Our best fur felt. Colors: Wine, navy, black. Measure, state color.

78 F 8—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only.... \$4.98

C—The two-piece look achieved through a front peplum, flattens the figure. Spaghetti bows on bodice; center-pleated, gored skirt. Detachable tailored dickey can be replaced by a frilly one. Good quality alpaca-type rayon. Dry clean. Colors: Forest green or black. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33.

*31 F 4600—State size and color. Shpg. wt., 1 lb. 6 oz.... \$4.98

Quill hat with glamour plus. A fine fur felt hat you'll love 12 months a year. Colors: Wine, navy, black. Measure, state color.

78 F 6—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only.... \$4.98

Everything available on Sears Easy Payment Plan; see inside back cover.

Catalog numbers marked * are shipped from New York. Order and pay postage from Sears nearest mail order house.



A





Pacific

100% virgin wool - per cent. silk

9⁹⁵

11⁹⁵

Front fullness dress	100% virgin wool - per cent. silk



Botany

100% virgin wool flannel warm, smooth

~~\$12.98~~ ~~\$9.98~~

2 piece suit dress at \$1 w - ~~casual~~ \$10
plus tax
item # casual wear
1455 Cash \$ 298

Shirtfront at neck. Buttons fly front on
vest &c. Mar. set in. Nickel Leather
by piece \$1.50. Before you can order
#31 & 45.50 Cash \$9.98



Mallinson's

"Twill Tour"... warm rayon flannel

\$9.98

Mallinson's "Twill Tour" is a two-piece suit designed with the warmth of wool. It features a jacket with a belt and matching trousers. The jacket has a notched collar and a belt. The trousers have a belt loop and a belt. The suit is made of a soft, warm rayon flannel.

Two-piece suit dress, 10m and larger
Jacket: Notched collar, belt
Pants: Belt loop, belt
Wool flannel
Size: 10m, 12m, 14m, 16m
Color: Tan, Brown, Grey
Price: \$9.98

Buy front dress. Button to hem. Side
Jacket: Notched collar, belt
Pants: Belt loop, belt
Size: 10m, 12m, 14m, 16m
Weight: 1 pound
Price: \$9.98



Mallinson's

"Whirlaway" . . . crepe-twist rayon fabric

\$9.98
Each. Cash

5% down on Easy Plan

All dresses and accessories are available on Sears Easy Payment Plan. See inside back cover for details.

bam-textured fabric. Mallinson's famous rayon crepe—that holds its shape well—accounts for the smooth hang of these dresses. So smart, yet so simple, you'll feel dressed for any occasion whether it's "day time or gay time." The charming stitched-back, pressed open seams, caped 2 in. belts, matching jackets. Sears new bulk-free contour closure—and you've a wear-and-wear-and-beauty at a low price. Dry clean. Size scale page 17.

Two-tone front fullness dress, zored belt and belt loops. Rosewood or black with aqua. Sizes 12, 14, 16, 18. Length 36 in. Size 12 \$10.98
Size 14 \$11.98
Size 16 \$12.98
Size 18 \$13.98
#3 F 4525 \$9.98

Two-piece dress. Loop tabs edge jacket from simulated pockets. Gored skirt. Colors: Rosewood, shown; medium green, slate blue. Misses' sizes 12-14, 16-18. 2. Ship wt. 1 lb. 8 oz.
#3 F 4526. State size over \$9.98



Stünzi

"Wings". . . flat even rayon crepe

\$6.98
each

Basic styles to see you through the busiest morn-to-midnight schedule in good taste. Good value assured with Stünzi's Wings, a flat, fine weave rayon. Dry clean. For correct fit, see size scale, page 17. Shipping weight, each, 1 lb. 6 oz.

A **Perky pleats below bust** - lair above set-in belt - jacket of 2-piece suit dress a saucy line. Detachable white checked rayon taffeta collar cuffs. Navy only. Misses' sizes 12, 14, 16, 18. State size and color. * F 4533 \$6.98

B **Shirred bodice and hipline** dress up casual one-piece dress. White flowers and cuffs dramatize it. Self belt colors: Cadet blue or medium green. Misses' sizes 10, 12, 14, 16, 18. State size and color. * 3 F 4532 \$6.98

C **Side torso buttons**, wide self belt, front fullness, back gored skirt give figure flattery. Detachable white collar. Colors: Soldier blue, luggage brown, med. green. Sizes: 10, 12, 14, 16, 18. State size color. * 31 F 4534 \$6.98



Mallinson's

"Whirlaway" . . . crepe-twist rayon fabric

\$7.98
Each

Partough fun or wedding on leave? Here are dress-up dresses you want to look pretty in estate in Mallinson's famous Whirlaway rayon crepe with Sears exclusive Con-tac Closure. Dry Clean Scale, pg. 17. Sugg. wt., ea. 1 lb. 8 oz.

A Self scroll ornaments adorn the waist of this jacket or this one-piece dress. Wear it all year round. Colors: skintone, pale caress, pale rose, pink. Sizes: 12-14-16-18-20. Style no. 4529 \$7.98

B Sequins twinkle merrily on this dance dress. Basic grand lines include sweetheart neckline, front fullness, back gored skirt. Colors: Black, royal blue. Sizes: 12-14-16-18-20. Style no. 4530 \$7.98

C Gay pocket, embroidered and crocheted highlights smart simplicity of surplice neckline dress. Front fullness, back gored skirt. Colors: Soother blue, black. Misses sizes 12-14-16-18-20. Style no. 4528 \$7.98



Mallinson's

"Cavalcade"... a rayon crepe

\$6⁹⁸
Each

These extra smart girls wonder because with Series 2400
you can get more money, wear more items in Mallinson's
and save in return. They are some among the 1000
Mallinson Series 2400 garments.

A 2 piece dress

Size	Length	Width	Waist	Hips	Length	Width	Waist	Hips
XS	34	18	26	34	34	18	26	34
S	35	19	27	35	35	19	27	35
M	36	20	28	36	36	20	28	36
L	37	21	29	37	37	21	29	37
XL	38	22	30	38	38	22	30	38

B Peg-pocketed shiftrock

Size	Length	Width	Waist	Hips
XS	34	18	26	34
S	35	19	27	35
M	36	20	28	36
L	37	21	29	37
XL	38	22	30	38

C Button-front shiftrock. Back

Size	Length	Width	Waist	Hips
XS	34	18	26	34
S	35	19	27	35
M	36	20	28	36
L	37	21	29	37
XL	38	22	30	38

Be Measured

For your new Dress, Suit, or Coat

How easy it is to be correctly fitted when you order from Sears. Simply check your measurements each time you order and consult the size scales below. When you have selected the proper size, use that size for every type of garment—dress, suit, coat, or blouse, whether high priced or low priced, whether made of rayon, cotton, or wool. We have made all the necessary allowances for style and fit. Be certain of right fit by measuring carefully—you get the most accurate results when you have someone else measure you as shown below.

Important: Give special attention to hip and waist measurements, most garments fit more closely at these points than at the bust.

Your measurements should be taken over slip or lightweight dress with belt removed, as illustrated.



Hips are measured 7 inches below natural waistline. Hold tape firm but not tight. Sears garments are pre-tucked for size at that depth.



Waist is measured at smallest part of natural waistline. Hold tape as snugly as you would like to have your garment fit you. Measure carefully.



Bust is measured over fullest part with tape held firm but not tight. Do not let it slide down in back. Stand erect with arms at sides.



Length is measured from "bump" at back of neck, following curve of body to hem. Take in two steps—from neck to waist; waist to hem.

IMPORTANT—1. Do not change the size for one inch variation in bust measure . . . If hip and waist agree with scale.
2. If hip and waist measurements are between sizes, order size nearest to these two measurements.

JUNIORS SIZE SCALE . . Juniors figure is slightly shorter than Misses'. The bustline is higher, the waistline slimmer. Garments are youthful in style for youthful figures of all ages.

Order Size	9	11	13	15	17	19
If hips are	33	34½	36	37½	39	40½ in.
If waist is	23½	24½	26	27½	29	30½ in.
If bust is	30½	32	33½	35	36½	38 in.
Dress length	39½	40½	41	41½	42	42½ in.

STOUT WOMEN'S SIZE SCALE . . Stout Women's figure is heavier through the upper body than the Woman's figure. Garments are styled with Sears' famous Trimline perfection to make you look slim.

Order Size	29	31	33	35	38	40
If hips are	43½	45½	47½	49½	51½	53
If waist is	26	28	30	32	34	36 in.
If bust is	41	43	45	47	49	51
Dress length	44	44½	45	45½	46	47 in.

SHORTER WOMEN'S SIZE SCALE . . for shorter figure of 5 ft. 3 in., and under—based on pages 46 and 51 where specially proportioned garments for this figure type are shown.

MISSSES SIZE SCALE . . Misses' figure has a well-developed but youthful bustline. The waist is slender. The figure is well proportioned throughout. This average figure type has the widest choice of styles.

Order Size	10	12	14	16	18	20	22
If hips are	34	35	36½	38	39½	41	43 in.
If waist is	24	25½	27	28½	30	31	34 in.
If bust is	31	32½	34	35½	37	39	41 in.
Dress length	41	41½	42	42½	43	43½	44 in.

WOMEN'S SIZE SCALE . . Woman's figure is a well-proportioned, mature figure with waistline slightly larger than a Misses' figure.

Order Size	34	36	38	40	42	44	46	48
If hips are	38½	40½	42½	44½	46½	48½	50½	52½ in.
If waist is	30	32	34	36	38	40	42	44 in.
If bust is	36	38	40	42	44	46	48	50 in.
Dress length	43	43½	44	44½	45	45½	46	46½ in.

OLDER WOMEN who wear Gracious Lady dresses should use the Woman's Size Scale to determine size. Gracious Lady dresses are not longer, however, so lengths listed below indicate.

Size	34	36	38	40	42	44	46 in.
Dress length	43	45½	46	46½	47	47½	48 in.

Year-Round Wardrobe variety in Fine Rayons

\$3.98

Each

FRANKLY'S Frost-spun rayon, prized for its good wearing traits, is included in this style-packed line-up of spun rayons, rayon crepes and French-type rayon crepe. Each is an unusual value at this low price and reflects the money-saving power of Sears tremendous buying volume. We bring you saunty shirt-frocks, crisp 2-piece suits, and softly detailed, dressier, gala frocks. All are dry cleanable. All are fashioned with Sears usual devotion and careful attention to fine detailing and long-lived styling.

You can easily pick a complete wardrobe to serve your needs for the entire year from these two pages. And why not do it when the price for each of these dresses is only \$3.98? Remember, you can add other merchandise to your dress order. If the total amounts to \$10 or more, Sears Easy Payment plan is available. Please refer to inside back cover for complete details.

Check size scale on page 17

To insure correct fit for longer wear make sure of our exact size. Refer to the size scale on page 17 when ordering for measurement to a size.

Catalog numbers marked with * are shipped from New York. Orders 25¢ postage for regular air mail may be added.



Better quality spun rayon two-piece with red border print. Colors: Lutetia brown or medium blue grounds. Sizes: 12, 14, 16, 18, 20. Size 22 color.

* 31 F 4545 Shag wt. 1 lb. 8 oz. \$3.98



Frost-spun rayon with rayon lace trim around neck and pockets. Color: navy. Sizes: 12, 14, 16, 18. Size 20.

* 3 F 4548 Shag wt. 1 lb. 8 oz. \$3.98



Frost-spun rayon shirt neck 2-piece. Colors: black, navy, white. Sizes: 12, 14, 16, 18, 20. Size 22.

* 3 F 4544 Shag wt. 1 lb. 8 oz. \$3.98



Two-tone dress of rayon. Color: self. Colors: black, tan, pink, white. Sizes: 12, 14, 16, 18, 20. Size 22.

* 3 F 4540 Shag wt. 1 lb. 8 oz. \$3.98



Frost-spun rayon shirtdress with ruffled blouse in beige. Front pleated back gored skirt. Simulated leather belt. Colors: luggage tan or green. Sizes: 10, 12, 14, 16, 18, 20. State size and color. #3 F 4549. Shipping weight 1 lb. 8 oz. \$3.98



Frost-spun rayon with smocked waist and button trim set in waistband. Gored back skirt. Colors: beige with brown, cadet blue with navy. Misses' sizes: 10, 12, 14, 16, 18. State size and color. #3 F 4547. Shipping weight 1 lb. 8 oz. \$3.98

Rayon grosgrain and trim belt shirtdress. French type rayon crepe. Shirring on front skirt. Colors: white polka dots on navy or green ground. Sizes: 10, 12, 14, 16, 18. State size, color. #3 F 4551. Shipping weight 1 lb. 7 oz. \$3.98



Smocked shirtdress with set-in blouse that tie in front. Front full back gored skirt. Rayon crepe. Colors: cafe au lait or navy. Sizes: 12, 14, 16, 18, 20. State size and color. #3 F 4552. Shipping weight 1 lb. 8 oz. \$3.98



Ruffled apron-effect dress. Neck of rayon crepe. Fluttering front sleeves. Color: black with white lace at neck. Sizes: 10, 12, 14, 16, 18. Misses' sizes: 10, 12, 14, 16, 18. State size. #3 F 4553. Shipping weight 1 lb. 8 oz. \$3.98



Two-piece spun rayon suit. Form fitting jacket with flap trim detachable collar and cuffs. Gored skirt. Color: black and white jacket, black skirt. Sizes: 10, 12, 14, 16, 18. State size. #3 F 4554. Shipping weight 1 lb. 8 oz. \$3.98

Thrifty Rayons, Rayon Mixtures

Styles for everyday wear,
fashion-right everywhere

\$2.98
Each

All the popular favorites are here—button-front, princess-type, casual shirtfrock with detachable dickey, fly-front, comfortable front fullness skirts... all at the popular price of \$2.98. Proving again how little it costs to be well dressed when you shop at Sears. We've pin checks, solid colors, and prints in gladsume variety to suit all occasions. Some spiced with embroidery, some with braid or applique. Each with a dash of style sparkle to endear it to you. Some hand washable separately, some dry cleanable. Remember, you can add other merchandise to your dress order. If it totals \$10 or more, Sears Easy Terms are available. See inside back cover for full details of this plan.

Check size scale on page 17

For greater wearing comfort make your outfit size by measuring from bust to waist. Write or wire to Sears, Roebuck and Company, Dept. J-17, Chicago, Illinois.

Catalog numbers marked with * are
available from New York. Order and pay post
age from Sears nearest mail order house.



High bow tie black and white check rayon and cotton. Gored back skirt, red cherry trim, black belt, buttons. Dry clean. Sizes 10, 12, 14, 16, 18. Style #106.
• 3 F 4575 Ship wt. 1 lb 6 oz \$2.98

Detachable white dickey on your rayon shirtfrock. Flap trim on gored skirt. Colors: Me, tan, blue, green. Hand wash separately. Sizes: 12, 14, 16, 18, 20. Style #107.
• 3 F 4576 Ship wt. 1 lb 6 oz \$2.98



Princess button-front spun rayon slender
skirt, 2 trim pockets. Baggage brown
Dry clean. Ship wt. 1 lb 6 oz. Style #108.
Sizes: 12, 14, 16, 18, 20. Style #109.
• 3 F 4577 Ship wt. 1 lb 6 oz \$2.98

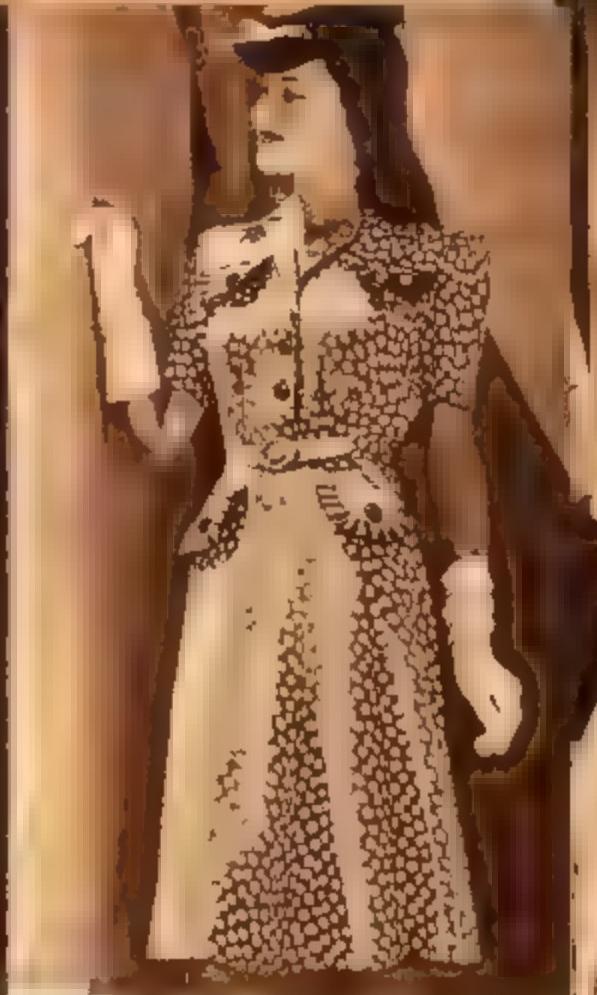
Embroidered pockets on easy-to-get-in-to
front. Spun rayon and cotton. Hand
wash separately. Colors: Beige or carpet beige.
Sizes: 12, 14, 16, 18. Style #110.
• 3 F 4578 Ship wt. 1 lb 6 oz \$2.98



White braid trimming, sheath or tunic in butter
fly effect for slenderizing figure. Gored skirt. Spun
rayon. Dry clean. Colors: Green or navy. Sizes:
2 4 10 12 16 18. Sale size and color.
• 31 F 4579 Shpg wt. 1 lb 6 oz \$2.98



Fly-front effect dress buttoned at side. A-line
gored skirt. Spun rayon. Dry clean. Color: Gold
with brown braid. Camel blue with navy braid.
Sizes: 0 12 14 16 18. Sale size and color.
• 31 F 4580 Shpg wt. 1 lb 6 oz \$2.98



Ruched trimmings raps pretty up softly detailed
sheath of spun rayon. Dry clean. Colors: White
print in navy, luggage or green grounds. Sizes: 10
12 14 16 18. Sale size and color.
• 31 F 4581 Shpg wt. 1 lb 6 oz \$2.98



Front fullness shirtdress, with belt in back waistband
in beige, mustard yellow, tan or taupe. Washable
in 100% rayon. Coverage: 1/2 waist. Green. Sizes:
2 4 10 12 14 16 18 20. Sale size and color.
• 31 F 4582 Shpg wt. 1 lb 6 oz \$2.98



Bow border print diendli with simulated pockets
and belt. A-line front waist belt. Spun rayon. Colors:
Navy or green with white design. Dry clean. Sizes:
2 4 10 12 14 16 18. Sale size and color.
• 31 F 4583 Shpg wt. 1 lb 6 oz \$2.98



Peg pocket-effect dress with colorful embroidery
at yoke. All around gored skirt. Spun rayon and
cotton. Dry clean. Colors: Medium olive or rose.
Sizes: 12 14 16 18 20. Sale size and color.
• 31 F 4584 Shpg wt. 1 lb 6 oz \$2.98



A



B



C

Part-Rayon Bargains

Dressy and casual year-round styles

\$2.69
each

A Two-tone dressy frock, with flattery of light color highlights at lace. One piece or separate on. Dry clean colors. No. eight blue top, beige brown, beige top. M-L-X-Sizes C 12 14 6 18. Sale page 17. #3 F 4592 State size color. Shpg wt 1 lb 6 oz. \$2.69

B Button-front shirt frock, 55% rayon balance cotton. Patch pockets on blouse. Hand wash separately in LTX Colors. White printed luggage brown, aqua blue, carmel beige. M-L-X-Sizes C 12 14 6 18 20. Sale page 17. #3 F 4597 State size color. Shpg wt 1 lb 6 oz. \$2.69

C Arrow trim, the front effect shirtwaist. Skirt goes front back. Spun rayon and cotton. Hand wash separately in LTX Colors. Gray or red, contrasting embroidery. M-L-X-Sizes C 12 14 16 18 20. Sale page 17. #3 F 4590 State size color. Shpg wt 1 lb 6 oz. \$2.69

D Peg-top effect, waist slimming midriff. Back goes front back with belt. 55% rayon balance cotton. Hand wash separately in LTX Colors. White or light beige. No. seven beige. Sizes 11 12 14 16 18. Sale page 17. #3 F 4593 State size color. Shpg wt 1 lb 6 oz. \$2.69

E Jovely jumper frock to wear year-round. 55% rayon balance. Black or white. Jersey waist with grosgrain binding. No. nine. Blouse on separates. Size 14. M-L-X-Sizes C 12 14 6 18. Sale page 17. #3 F 4594 State size color. Shpg wt 1 lb 6 oz. \$2.69



D



E



Fine Washable Cottons

Superior quality, excellent values

\$198
each

A Better quality woven chambroy in suspend effect
Set-in front waistband back gathered skirt. Colors
Copper blue or brown with white stripes. Sizes 12 14 16
18 20 See size scale on page 17. State size and color
• 27 F 8808 Shipping weight one pound \$1.98

B Better quality checked percale button front. Wrap
front with self effect back waist ties. Braided trim. Colors
Red or navy with white checks. Sizes 12 14 16 18 20
See size scale on page 17. State size and color
• 27 F 8804 Shipping weight one pound \$1.98

C Our best quality poplin shirtfrock. Pleated front
skirt, square buckling in self waistband. Colors Navy or
moss green with white polka dots. Sizes 12 14 16 18
20 Refer to size scale on page 17. State size and color
• 27 F 8800 Shipping weight one pound \$1.98

D Our best quality striped poplin in a firmly striped
practical button front with trees. Easy swinging front
pleated. 2 pc. has back at it. Colors red white and navy
striped. Sizes 12 14 16 18 20. See scale pg 17. State size
• 27 F 8802 Shipping weight one pound \$1.98

E Our best quality striped percale shirtfrock with new
ruffled neck. Pleated front. 2 pc. back back skirt at full
swung. Colors Red copper green with white stripes
Sizes 12 14 16 18 20. See scale pg 17. State size color
• 27 F 8804 Shipping weight one pound \$1.98

Order by mail and save time gas and rubber



Searspride

Our finest cottons, cotton mixtures

All LUXABLE, of course
for misses, sizes 12 to 20

Cotton picking is fun when you do it by mail at Sears. You save energy, gas and money, too. For Searspride cotton dresses are wonderful values, bringing you lots more for your money, whether you judge them by fabric, style, making or wearability. Our fall and winter crop is made with an eye for non-stop service . . . designed with the simplicity and snap so becoming to all figures, so right for all occasions. They're easy to take care of because we've used fine quality cottons (some with rayon added for better texture). Hand wash them separately in Lux to keep them bright and sparkling. If you add your cotton pickings to the rest of your order and it totals \$10 or more, Sears Easy Payment Plan is available. See inside back cover for full details.

These value features built in each one.

SEAMS . firmly stitched and neatly finished
HEMS . . . 1 and 2 inches, depending on style
PLEATS . deep and generous for good swing
BELTS . specially selected, good looking
Bel loops made of self fabric, hemly sewn
BUTTONS . fresh water pearl or fine novelty
plastic to harmonize with fabric perfectly

Catalog numbers marked with * are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



\$2.79

Glam plaid jumper in woven cotton suiting wear it with blouses you may select from pages 114 and 115 and make an outfit to serve you well the year-round. Jumper buttons up front, has fitted bodice, front pleated skirt, bag pockets. Easy to keep fresh—wash in gentle Lux suds. Assorted plaids. Blouse shown on figure is not included. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. State size
•27 F8810—Shpg. wt., 1 lb 8 oz... \$2.79

\$3.98

Border print soft dress of unlimited service, undated charm. Wear alone now, under coat later. Wear as is or with blouses, dickies. Jacket has tie-front set-in waistband. Skirt has front, back stitched-down pleats. Better quality cotton, rayon mixture. Easy to wash, just Lux. Colors: Red or open blue ground. Sizes: 12, 14, 16, 18, 20. Scale, page 17. State size, color. Not in stock until Aug. 15. Do not order before that date
•27 F8814—Shpg. wt., 1 lb 8 oz... \$3.98



\$2.79

Seersucker coat dress that buttons up the front. So easy to get into, so easy to care for. Perfect for all day, everyday wear. Gored skirt, darted at back and front waist, roomy pockets, simulated leather belt. Better quality cotton seersucker that needs no ironing. Use gentle Lux. Colors: Open blue, red, brown or green with white stripes. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. State size and color.

*27 F 8820—Shpg wt., 1 lb. \$2.79

\$2.79

Floral peg-top dress with self bowed neckline so popular because of its soft femininity. Self pleating trim adds dress-up note. Front gathered, 6-gore skirt, side button placket. Better quality cotton and rayon mixture, hand wash in Lux. Colors: Open blue or luggage tan grounds. Sizes: 12, 14, 16, 18, 20. Scale, page 17. State size, color. Not in stock until August 15. Do not order before that date.

*27 F 8824—Shpg wt., 1 lb. \$2.79

\$2.98

Checked gingham shirtfrock, the style that can't be beat for all-around comfort and becomingness. Front-pleated, back gored skirt for swing, rounded yoke for vestee effect; side button placket. Better quality gingham with checks woven in, so wash as often as you like in gentle Lux—Colors. Open blue, red, brown or green with white checks. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. State size and color.

*27 F 8822—Shpg wt., 1 lb. \$2.98

RESS



A-Floral Percale \$1.29



B Striped Chambray \$1.79



C Checked Percale \$1.29



D \$1.59

Low Priced Cottons

Neatly finished washables

A Floral figure-flattering with thin belt. At waistline two rows of bias. In a & soft, light set-in waistband back neck facing. Front panel percale. Assorted colors. Sizes 12, 14, 16, 18, 20. See size scale on page 17. State size
47 F 8834—Shipping weight, 1 pound \$1.29

B Button front dress, of better quality woven striped chambray neat enough to go to town. Neat set-in waistband, 4-piece bias cut skirt. Colors: Open blue or rose with white stripes. Sizes, 12, 14, 16, 18, 20. See size scale on page 17. State size and color
47 F 8838—Shipping weight, 1 pound \$1.79

C Checked midriff dress with back tie. Harmonizing binding on petal collar, sleeves, pocket. Front gored skirt. Good quality percale. Assorted checks. Sizes, 12, 14, 16, 18, 20. See size scale on page 17. State size
47 F 8832—Shipping weight, 1 pound \$1.29

D Floral pinefore dress buttons to waist in back. Full gathered skirt, tie-back waist. Ric-rac trim on ruffles. Good quality percale. Assorted colorful designs. Sizes 12, 14, 16, 18, 20. See size scale page 17. State size
47 F 8834—Shipping weight, 1 pound \$1.59

E Floral button-front dress with figure-fluttering set-in waistband. Perfect work dress. Gathers under shoulder yoke, pleats back, front, on bodice for working fullness. Good quality cotton. Assorted colorful patterns. Sizes 12, 14, 16, 18, 20. See size scale page 17. State size
47 F 8830—Shipping weight, 1 pound \$1.59

Cotton dresses, too, are available on Sears Easy Payment Plan. See inside back cover for Easy Terms and details



E Button-Front Dress \$1.59

Juniors

This fly front dress typifies the slick
9-in-17 tricks Sears bring you on
pages 27 through 32

Young in age or spirit, busy all the time
Making every minute count at school or
office Clothes must be useful, ready to
do a quick change act from desk to date
Sears bring you all types, some casual,
some frankly dressy, in your pet styles
Modified dirndl with slanting front full
ness . 2-pieces with trim tops designed
not to weigh down your prettiness
beauty making basques All chosen for
their quality and suitability All perfectly
proportioned to your figure to cut out altera-
tion time and cost Sears low prices fit
any spending plan, whether it's Dad's or
your own Buying your complete ward-
robe at one time is good thrift and fashin
sense, so why not do it here and now
Sears Easy Payment Terms are available
if your purchase totals \$10 or more— the
inside back cover gives you the whole story

\$7.98

Rayon Macomba cloth, part Teca

Turn the country over because classic simplicity and a little wearability team up with the clean-cut smartness Juniors want. It has a streamlined fly front that buttons from neck down. Molt stretching on collar and front to
the risk trimness. Front half skirt has
swung and double buckled self belt. Dry clean
Red, navy blue Sears 9, 11, 13, 15, 17
Check scale below. State size and color
31 F 4450 -Shipping weight, 2 lbs. \$7.98

JUNIORS' SIZE SCALE

The Juniors' figure is slightly shorter than the misses'. The bust line is a bit higher and the waistline is a bit slimmer. Be sure to check your proportions before ordering. For quick reference see size scale below. More detailed information page 7.

Order size	9	11	13	15	17	9
From hips measure	23	24 1/2	26	27 1/2	29	40 1/4 in
From waist measure	23 1/2	24 1/2	26	27 1/2	29	30 1/4 in
From bust measure	30 1/2	31	33 1/2	35	38 1/2	8 1/2 in
Front skirt length	32 1/2	34	36	38	40 1/2	in

Catalog numbers on pieces with * are shown
in bold type.





Junior Do-the-Towners dresses in round the clock variety

Come-hither charm for fun and frolic . . . long term quality for campus or office. Featuring Sears new, quick 'n easy placket closing

~~\$9.98~~

White lace on black transparent
rayon velvet up-to-night magic
and night dresses. Princess
Jack Jones afternoons
yoke over the neck or try
clean ~~5~~ ~~6~~ ~~7~~ ~~11~~ ~~13~~ ~~15~~
Size ~~8~~ ~~10~~ ~~12~~ ~~14~~ ~~16~~ ~~18~~
Shipping weight ~~6~~ lbs.
♦ 9 F 4455 ~~each \$9.98~~

~~\$6.98~~

Mollison's Twill Tour ~~13~~ ~~15~~ ~~16~~
with elastic back and front
cotton twill
size ~~13~~ ~~15~~ ~~16~~
color ~~blue~~ ~~green~~ ~~pink~~
Size ~~13~~ ~~15~~ ~~16~~
~~each \$6.98~~

~~\$6.98~~

Mollison's Twill Tour ~~13~~ ~~15~~ ~~16~~
with elastic waist
cotton twill
size ~~13~~ ~~15~~ ~~16~~
color ~~blue~~ ~~green~~ ~~pink~~
Size ~~13~~ ~~15~~ ~~16~~
~~each \$6.98~~

~~\$6.98~~

Tuck-in two-piece ~~13~~ ~~15~~ ~~16~~
full pocketed two skirt. Wear
together or separately. Made of
easy care ~~50%~~ ~~rayon~~
~~50%~~ ~~cotton~~
Size ~~13~~ ~~15~~ ~~16~~
each ~~\$6.98~~



Popular Junior Dresses . . . to wear from coke-time to curfew-time

Beau-ing or going to class? Here's your entire wardrobe with lots of eye appeal at low prices . . . including new Sears-exclusive bulk-free placket

\$5.98

Demure buttons on shoulder, down below back waist. Patch pockets, back gored skirt. Jersey, 50% rayon, 50% acetate. Dry clean. Colors: White-checked navy or red. Sizes 9, 11, 13, 15, 17. Size scale, pg. 27. State size. Shipping wt. 1 lb. 7 oz.
• 31 F 4459 \$5.98

\$4.98

White lace-edged trills on pockets and front skirt. Skirt has front fullness, back gores. Rayon alpaca-type crepe. Dry clean. Colors: Navy, aqua, blue. Sizes 9, 11, 13, 15, 17. Size scale on page 27. State size and color. Shipping weight 1 lb. 6 oz.
• 31 F 4460 \$4.98

\$4.98

Fine wool corduroy basque jumper, buttons in back. Back sash hips in waist. Dry clean. Blouse sold separately, page 115. Colors: Forest green, luggage brown. Sizes: 9, 11, 13, 15, 17. Size scale, page 27. State size and color. Shipping weight 1 lb. 6 oz.
• 31 F 4461 \$4.98

\$6.98

Fine wool corduroy 2-piece suit dress. Figure hugging jacket with button up front. Zipper skirt. Dry clean. Colors: Luggage brown, forest green. Sizes: 9, 11, 13, 15, 17. See size scale on page 27. State size and color. Shipping weight 1 lb. 6 oz.
• 31 F 4462 \$6.98

Order by mail—save money, time, energy. Everything at Sears is available on Easy Terms. See inside back cover for details.



A. Peg-pocketed collar \$3.98



B. Blend-effect dress \$4.98



C. Button-front coat dress \$3.98

Juniors' Everyday Favorites in solid color rayons Braid, fringe, border, tuck trims

A. White braid on collar and pockets. Rayon fabric. Size 12, 14, 16, 18, 20, 22. Length 36". Width 36". Color: white. Price: \$3.98.

B. Red-and-white candy stripes tweed. Square neck. Belted. Length 36". Width 36". Color: red and white. Price: \$4.98.

C. Cluster front tucks and back pleated. White fabric. Size 12, 14, 16, 18, 20, 22. Length 36". Width 36". Color: white. Price: \$3.98.

D. Velvety design. Size 12, 14, 16, 18, 20, 22. Length 36". Width 36". Color: white. Price: \$3.98.

E. Red pom-poms and fringe. Size 12, 14, 16, 18, 20, 22. Length 36". Width 36". Color: red. Price: \$3.98.





A-Checked Chesterfield dress \$2.98



B-Border print dress \$2.98



C-Ruffled plaid jumper \$1.98



D

Juniors' Luxables in cotton, cotton and rayon

Pretty 'n pert... hand wash in LUX

A-Checked chesterfield, new version of the site plaid. Fly front buckled back belt red herry trim. Better quality cotton suitng. Colors Black and white check black collar. Juniors sizes 9 11 13 15 17. Refer to size scale on page 27. State size
♦ 27 F 8840—Shipping weight 1 lb. 6 oz. \$2.98

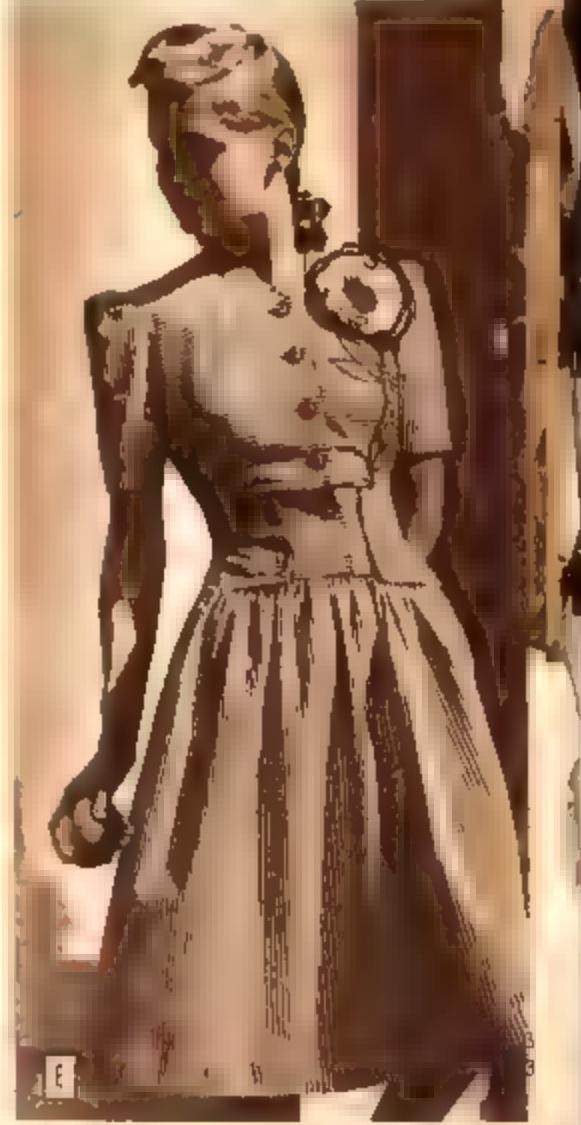
B-Border print dress with gathered skirt. Tie belt. Nicely detailed refreshingly colorful. Cotton and rayon mixture. Colors Red or open blue grounds. Juniors sizes 9 11 13 15 17. See size page 27. State size color. Not in stock until Aug 15. Do not order before that date
♦ 27 F 8842—Shipping weight 1 lb. \$2.98

C-Self ruffled jumper, button back of sturdy woven cotton suitng. An all year pet with Juniors colors. Attract ve plaids. Juniors sizes 9 11 13 15 17. See size scale on page 27. State size
♦ 27 F 8844—Jumper shpg wt. 1 lb. \$1.98

♦ 27 F 8845—White cotton blouse shown with jumper
sizes 9 11 13 15 17
Shipping weight 6 oz. \$1.00

D-Embroidered plique on the self laced front of basque dress gives it a fresh crisp look. Chmelly woven gingham. Colors Brown red open blue or black with white checks. Juniors sizes 9 11 13 15 17. See size scale pg 27 for measurements. State size and color
♦ 27 F 8694—Shipping weight 1 pound \$1.98

E-Organdy flower trim on basque waist of the dress. Tie back's belt for flattery fit. Better quality percale. Colors Red or open blue white stripes. Juniors sizes 9 11 13 15 17. Refer to the size scale on page 27. Not in stock until Aug 15. Do not order before that date
♦ 27 F 8846—size 11 out. Shpg wt. 1 lb. \$1.98



E



A-Woven chambray \$1.98



B-Good quality percale \$1.79



C-Good quality percale \$1.59



Thrift Priced Junior Cotton Washables

Lots of dash for little cash

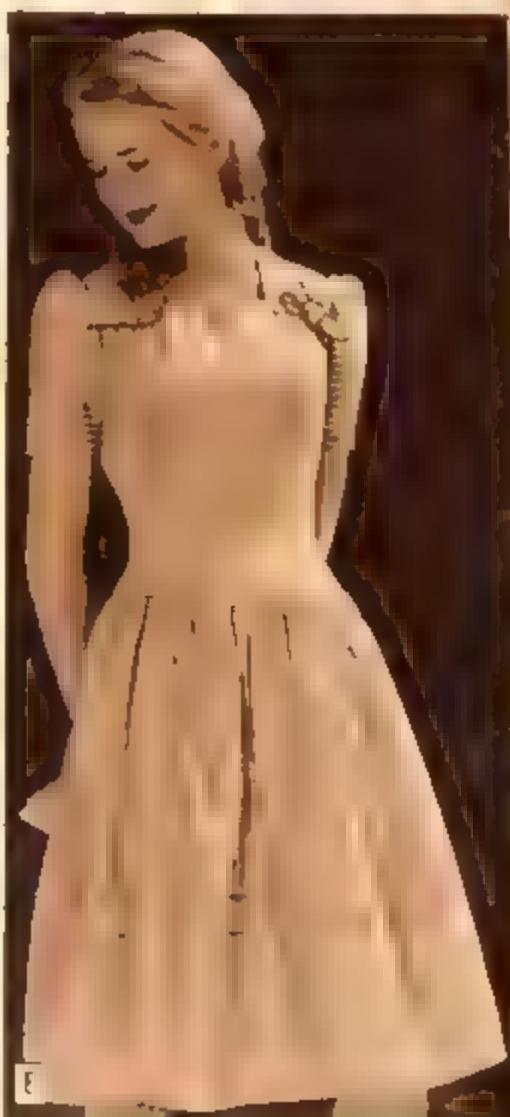
A Good quality woven chambray regular ruffles
low back. Contrast binding at neck and waist.
Size 10-12. Length 36". Width 26".
Wool wash. Weight 1 lb. 13 oz. \$1.98
47-8858 Shipping weight 1 pound \$1.98

B Frisky ruffles using frayed voile on each pockets
low back. Contrast binding at neck and waist.
Size 10-12. Length 36". Width 26".
Wool wash. Weight 1 lb. 13 oz. \$1.79
47-8850 Shipping weight 1 pound \$1.79

C Contrasting binding ruffles. Built for trend effect on
waist. Contrast binding at neck and waist. Tie back
back. Contrast binding at neck and waist. Wool wash.
Size 10-12. Length 36". Width 26".
47-8852 Shipping weight 1 pound \$1.59

D Snowy white collar and bows. Trim binding on
shoulder. Contrast binding at neck and waist. Tie back
back. Contrast binding at neck and waist. Wool wash.
Size 10-12. Length 36". Width 26".
47-8856 Shipping weight 1 pound \$1.98

E Self bows and horizontal trim. Tie back on this one
Contrast binding at neck and waist. Tie back
back. Contrast binding at neck and waist. Wool wash.
Size 10-12. Length 36". Width 26".
47-8854 Shipping weight 1 pound \$1.98



E-Woven Chambray \$1.98

Women

Fashions you want most
and will wear most of all

More of those simple, conservative styles you look so well in. Not too tailored, not too frilly or fussy . . . just becoming and right for all day, everyday wear. Their charm depends on cut and color. Their lasting worth lies in the dependable fabrics we've used. Add to this careful sizing and skillful dressmaking—and the combination is an irresistible invitation to invest in Sears dresses for long-term satisfaction. A variety of styles, fabrics and prices to please everyone. Available, too, on Sears Easy Terms—see inside cover for complete details.

STÜNZI

"Wings" . . . a flat, even rayon crepe

\$7.98

Two-piece suit dress, best-seller across the country. Easy to see why everyone wants it. Looks well on all. Is smart all seasons for all occasions. You can vary it endlessly with other dickeys and blouses. Scroll braid trim on jacket shows where it counts most. Vivid print dickey is gay, flattering, removable. Slenderizing matching gored skirt. Sears make it for you in a fine rayon fabric, nationally famed for its good looks, hang and wear. Dry clean.

Colors: Black, soldier blue. Size: size and color. Shipping weight, 1 pound 8 ounces.

♦ 31 F 4610—St. women's sizes 34, 36, 38, 40, 42, 44. Size scale below \$7.98

♦ 31 F 4710—Skirt: women's sizes 16½, 18½, 20½, 22½, 24½, 26½. Check size scale on page 46 \$7.98

Women's Size Scale

The woman's figure is well proportioned and has a slightly larger waistline and fuller bust than the misses' figure. Sears' directions for women are made with this difference in mind. Don't guess your size—consult the scale below when ordering. You'll save time, money and enjoy longer wear, too. Order the exact size that your measurements indicate. We allow for right fit whatever the style.

Order sizes 34 36 38 40 42 44
If hips are . . . 28½ 30½ 32½ 34½ 36½ 38½ in.
If waist is . . . 30 32 34 36 38 40 in.
If bust is . . . 36 38 40 42 44 46 in
Dress length is 43 43½ 44 44½ 45 45½ in.

Catalog numbers marked with ♦ are shipped from New York. Order and pay post age from Sears nearest you; order house



Rayon Velvet

Dramatic either alone or with wool.

\$9.98

back \$1
5% off

Have you always wanted the luxury of luxurious velvet? Sears bring it to you in a rayon and wool blend for enduring beauty—so give in to the urge now. And the softness will give you. Both dresses are dry cleanable.

V-neck dress at left is apelized
in rayon velvet. It has
waist 34-36-38-40-42-44
skirt 44-46-48-50-52-54
Navy blue, sold by mail
size 34-36-38-40-42-44
size 44-46-48-50-52-54
\$7.50-8.50-9.50-10.50-11.50-12.50
\$9.50-10.50-11.50-12.50-13.50-14.50

Cross draping (at right) of rayon transparent velvet or surface fabrics highlights hemmed waist. It also serves to slenderize and taper. Back of dress is of 100% wool. Has gathered skirt and wool belt. Navy blue, sold by mail. Sizes 34, 36, 38, 40, 42, 44. Size scale on page 33. Size 36, color. Shpg. wt., 1 lb 8 oz. \$3. F 46.2 cash \$9.98



Stiinzi

Wings, a flat even rayon crepe

\$7.98
Each, Cash

1/2 down on Easy Credit

Softly drape dresses that are right anywhere, anytime . . . even more value-worthy because they're deftly made of Stiinzi's Wings, a rayon crepe famous for its long-lived quality. Both have new Sears-exclusive Contour-closure

Dressy contoured dress (at left) with matching rayon taffeta ruching around collar, down front and around edge of front skirt yoke. All-around gored skirt. Dry clean. Colors: Forest green or soldier blue. Women's sizes: 34, 36, 38, 40, 42, 44. Scale on page 33. Store women's sizes: 43, 47, 49, 51, 53. Scale on page 48. Store size: 54. Shpg. wt.: 1 lb. 8 oz.
\$7.98
#2 F 46-5
\$7.98

Basic V dress (at right) with matching embroidery, flower trim. Gored skirt. Dry clean. Colors: Soldier blue, rose-wine. Women's sizes: 34, 36, 38, 40, 42, 44. Scale on page 33. Store women's sizes: 43, 47, 49, 51, 53. Scale on page 48. Store size: 54-55. Shpg. wt.: 1 lb. 8 oz.
\$7.98
#31 F 46-5—Sizes: 34-44 . . . \$7.98
#31 F 48-5—Sizes: 45-53 . . . \$7.98

For hats, gloves shown. Consult index. If total purchase is \$25.00 or more, F.T. 10% extra. See inside back cover for details.

PAGE 35 . . . DRESSES

• CLOTHING • ACCESSORIES



Dress up button-front favorites for women and stout women

Famous brand names that are money saving values, typical of Sears

Self braided trimming
1 m 25 cm x 10 cm
SK 41 7000 4.1500 4.2000
4.1500 4.2000 + 5.000 4.400
+ 5.000 4.400
1 m 25 cm x 10 cm x 10 cm
SK 41 7000 4.1500 4.2000
4.1500 4.2000 + 5.000 4.400
+ 5.000 4.400

5593

Checked rayon taffeta 5 yds. detach. 1/2" wide white trim
\$7.98

\$7.98

Take bus to Bus Stop #7, walk west on Main Street to the east end of town - park right across from cars nearest mail order house.



Simple, soft-of-line dresses with important embroidery details

Year-in, year-out rayons for women and shorter women.

Tagging outlines pastel yoke of two-piece dress. Tastefully simple for endless wearability. Front gored skirt. Sears exclusive Contour-Closure rayon alpaca-type crepe. Dry clean. Colors: Black with pastel pink yoke; navy with pastel blue. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale on page 33. Short women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Scale on pg. 46. State size color. Shpg wt. each 1 lb 8 oz. •3 F 4620—Women's sizes (34-44) \$7.98
•3 F 4720—Short women's sizes (16½-26½)

Contrasting embroidery trim on front bodice of the detachable dickey dress. Multi-gored skirt, self belt. Sears exclusive Contour Closure. Not too tailored, not too fussy; definitely marked for a long, flattering life. For variety, replace crisp white dickey with a fluffy, raffly one. Rayon alpaca-type crepe. Dry clean. Colors: Cadet blue, black. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale on page 33. State size and color. Shipping weight 1 lb 8 oz. •31 F 4619 \$6.98

Add accessories for those shown; consult Index to your dress order. Sears Easy Terms available, if total is \$10 or more. See inside back cover for details.



Fine quality rayon dresses for women, in sizes 36 to 48

Nicely detailed well made to serve you far into the future. Dry clean.

\$4.98
each

French-type rayon crepe with two-tone color panels. Knit effect. V-neck with belt. Boned fitting. Alpaca-rayon. Colors: Navy, Melon, Green. Exclusive brand. Medium Rayon. Sizes 36, 38, 40, 42, 44, 46, 48. Weight, 1 lb. 8 oz. Shipping weight, 2 lbs. 2 oz.
♦ 3 F 4622 \$4.98

Fancy pockets dress up the
chiffon rayon alpaca-typr crepe. Notched collar. Front
pleated. Back gored. Rayon
alpaca-typr crepe. Colors: Navy,
Melon, Green. Sizes 36, 38, 40, 42, 44, 46,
48. Weight, 1 lb. 8 oz. Shipping
weight, 1 lb. 8 oz.
♦ 3 F 4624 \$4.98

Scalloped V neck has: rays with
rayon alpaca-typr crepe. It is full
gored skirt at the waist. Back
pleated. Made of a
rayon alpaca-typr crepe. Colors:
Navy, Melon, Green. Sizes 36,
38, 40, 42, 44, 46, 48. Weight,
1 lb. 8 oz. Shipping weight,
1 lb. 8 oz.
♦ 3 F 4625 \$4.98

White lace and organdy high
lights bodice of this button front
dress with flattering freshness.
So easy to slip on when you're in
a hurry. Front pleated, back
gored skirt. Rayon alpaca-typr
crepe. Colors: Navy or luggage
brown with white trim. Sizes 36,
38, 40, 42, 44, 46, 48. See scale
page 33. State size, color. Shipping
weight, 1 lb. 8 oz.
♦ 3 F 4626 \$4.98

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears, general mail order house.



Popular priced rayon favorites for women and stout women

Near for street now

Trim under coats later Dry clean

\$3.98
Each

Tropuna and scallops trim shirt waist dress. Cored skirt, easy fitting sleeves. Better quality spun rayon. Colors Teal blue, rosewine. Sizes 34, 36, 38, 40, +2, 44. Size scale, page 33. Stout sizes: 45, 47, 49, 51, 53. Scale pg. 48. Shpg. wt., each 1 lb 8 oz. State size, color. #31 F 4628—Sizes 34-44 \$3.98
#31 F 4628—Sizes 45-53 \$3.98

Dressy lace collar top basic dress with soft satiny 1 year after wear after wash. Assic front pleated back gored skirt. Colors: white, navy, grey, teal, light blue, yellow, pink. Sizes 34, 36, 38, 40, 42, 44. Check size scale on page 33 for correct fit and color. Shipping weight, 1 pound 8 ounces. #31 F 4629 \$3.98

Shoulder to hem scallops on slimming button front dress. White neck line unpressed pleated front back gored skirt. Better spun rayon. Colors: Eggshell, light green, yellow, pink, teal, grey, navy, light blue. Sizes 34, 36, 38, 40, 42, 44. Check size scale on page 33 for correct fit and color. Shipping weight, 1 pound 8 ounces. #31 F 4630 \$3.98

Two-piece suit dress, that will be your year-round pet for all-day wear. Wear it with blouses and dickeys, too, for variety. Detachable collar, patch pockets, back cored, front pleated skirt. All spun rayon. Colorful p and S sizes 34-47, 48-50. Size scale on page 33. State size. Shipping weight, 1 pound 8 ounces. #31 F 4631 \$3.98

Why not add dress to coat or suit? More hours Easy Terms are available. See your stock cover for details.



A



B



C



D

Thrifty Part Rayons

Hand wash separately in Lux

\$2.98
each

A- White broad trim collar and deep volume - front
yoke or arm cross. 50% rayon and 45% cotton. Gored
skirt. Sizes: Medium blue or luggage brown. Women's sizes
34 36 38 40 42 44. Sale page 33. State size color
#3 F 4635. Shipping weight 1 lb. 6 oz. \$2.98

B-Splashy print shirtrock boasts a scalloped collar
at neck and arms with Rayon and Cotton. Open
hem. Luggage brown or green gingham. Sizes: 34 36 38
40 42 44. Sale page 33. State size and color
#3 F 4636. Shipping weight 1 lb. 6 oz. \$2.98

C-Surprise shirtrock has easy fit w/ pleated fullness
under shoulder yoke gored skirt. Rayon and cotton.
Colors: Luggage brown, medium blue gingham. Sizes
34 36 38 40 42 44. Sale page 33. State size color
#3 F 4637. Shipping weight 1 lb. 6 oz. \$2.98

D-White collar buttons, belt draws up front pleated
shirtrock. Bias gore skirt. Rayon and cotton. Colors:
White, medium luggage brown, medium blue. Sizes: 34 36
38 40 42 44. Sale page 33. State size and color
#3 F 4638. Shipping weight 1 lb. 6 oz. \$2.98

E-Button front shirtrock, gored skirt. Rayon and cotton
Color: Green or rosebud print. Sizes: 34 36 38 40
42 44. Sale page 33. State size color
#3 F 4639. Shipping weight 1 lb. 6 oz. \$2.98
#3 F 4639. Sizes: 34 36 38 40. Shipping weight 1 lb. 6 oz. \$2.98



E



Fine Cotton Washables

Women's sizes: 34, 36, 38, 40, 42, 44, also
Shorter women 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, 26 1/2

\$1.98
each

A Organdy-trimmed button-front dress, easy to get
into. Good quality percale colors. Green blue
or red grounds. Size size over ship wt each 1 h
♦ 27 F 8862 - sizes 34-44 size scale page 33 \$1.98
♦ 27 F 8863 - sizes 16 1/2-26 1/2 size scale page 46 \$1.98

B Scalloped V-neck dress, styled to suit you. Better
quality cotton navy and white checks navy scallops
in white trim. Size size over ship wt ea 1 h Not in
stock until August 15. Do not order before that date.
♦ 27 F 8860 - sizes 34-44 size scale page 33 \$1.98
♦ 27 F 8861 - sizes 16 1/2-26 1/2 size scale page 46 \$1.98

C Button-front coat dress, non gap front pleated skirt.
Better hambrey color. Open blue green brown red
with white stripes. Size size over ship wt ea 1 h
♦ 27 F 8864 - sizes 34-44 size scale page 33 \$1.98
♦ 27 F 8865 - sizes 16 1/2-26 1/2 size scale page 46 \$1.98

D White bonded button-front dress, with guerd
ak rt. Best quality percale Colors. Open blue red with
white checks. Size size over ship wt each 1 h
♦ 27 F 8868 - sizes 34-44 size scale page 33 \$1.98
♦ 27 F 8869 - sizes 16 1/2-26 1/2 size scale page 46 \$1.98

E Florol surplice dress. Front pleated skirt for ease.
Fine quality cotton percale colors. Green blue rose
grounds. Size size over ship wt each 1 h
♦ 27 F 8866 - sizes 34-44 size scale page 33 \$1.98
♦ 27 F 8867 - sizes 16 1/2-26 1/2 size scale page 46 \$1.98



Catalog numbers marked ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



Our best quality Cottons and cotton mixtures in Women's sizes

Your favorite washable styles, easy to slip on and easy to keep sparkling with Lux... distinguished by quality workmanship. Lux cut and good fit as not-to-be-missed values.

\$2.98

Checked fly-front effect dress that goes anywhere smartly. Buttons down to waist. Skirt and bodice pocket are plaid; the rest pleated back and front. Cotton swing back and wide sleeves only.

Sizes 34 36 38 40 42 44
 61% SILK ON SPANDEX
 Shipping weight 1 lb 4 oz
 #27 F 8872 \$1.98

• 22 • 800-22

\$3.49

Dated suit dress that teams up
with houses dickies. Seams
beaded on a b pocketed jacket
& gored skirt. In hem Better
quarts to top and bottom over
a open lace ukkage. Brown white
dots size 34 36 38 40 42 44
Seams large 33 34 35 36 37
weight 1 lb 8 oz
♦ 27-3874 \$3.49

There were difficulties with the new film

\$2.98

Button-front dress with flattering white collar. Sits on quickly becoming to ad front, pleated, back gored skirt. 2 inch hem. Better quality cotton and rayon fabric. Colors, open blue or luggage tan grounds. Sizes 34, 36, 38, 40, 42, 44. Scale pg 33. State size, same. Shipping weight, 1 pound. #27 F 8874 \$2.98

15 D. not under 16 at that date

\$2.98

Coat dress buttons up front to
swim you to make it a cinch to
slip on A 'must have' for busy
women Better quality seersucker
2 in hem on gored skirt
COLORS Red white blue or open
blue-white-navystripes. Sizes 34
36 38 40 42 44 Size scale on
page 33 State size and color
when ordering weight 1 pound

*27 F 8876



Famous Nip 'n' Tuck Housefrocks

Waist inserts nip in middle. Vertical front tucks create illusion of slinness. Tub 'n scrub washables

Misses' and women's sizes \$2.49 each

Better quality percale, ruffled with
embroidered organdy around
plunging neckline collar, pockets
2-in. hem. Button front makes
it an ideal work or home style.
Colors: Floral designs on open
blue, rose or green grounds. Sizes
14, 16, 18, 20 (scale, page 17) and
38, 40, 42, 44 (scale, page 33).
State size and color.
•27 F 8878—Shpg. wt., 1 lb \$2.49

Better quality percale with ric-rac
trim around square neck pockets
and down front. Button front
style that's perfect for home or
work. 2-in. hem. Colors: Open
blue, red, aqua green with white
dots. Sizes 14, 16, 18, 20 (see
scale on page 17) and 38, 40, 42,
44 (see scale on page 33). State
size and color.
•27 F 8884—Shpg. wt., 1 lb \$2.49

Sears Easy Payment Terms available for dresses and accessories. See inside back cover for full details. 1 ■■■ 2 PAGE 43 . . . DRESSES

LUXable cotton and rayon mixtures

Easy to keep up appearances on the home front when
you can buy such fine washable dresses for so little.

Clean cut classics in women's sizes \$2.49 each

Shirtwaist dress with large pointed
lapels, front gored skirt, shirring
at shoulders, 2-in. hem. Trim
feeling, slim looking. Better qual-
ity cotton and rayon fabric.
Colors: Splashy printed open
blue or aqua green grounds.
Sizes: 34, 36, 38, 40, 42, 44
Scale, page 33. State size, color
•27 F 8886—Shpg. wt., 1 lb \$2.49

These two dresses are in stock until August 15. Do not order before that date.

Button-front dress featuring slim-
ming smartness with working
practicality. Front pleated skirt,
shirring at shoulders and waist,
2-in. hem. Better quality cotton
and rayon fabric. Colors: Floral
printed dusty rose or open blue.
Sizes: 34, 36, 38, 40, 42, 44
Scale, page 33. State size, color
•27 F 8888—Shpg. wt., 1 lb \$2.49



A-Floral Percale \$1.29



B-Button Front Dress \$1.59



C-Checked Button Front \$1.59

Thrifty Wash Cottons

Home or work dresses, sizes 34 to 44
Good quality for very little cost

A-Front yoke basic dress. Lace trim on front waist. Pleats at waist back and front, for free action. Good quality washable percale. Assorted floral prints. Sizes: 34, 36, 38, 40, 42, 44. Scale on page 33. State size.
47 F 8898—Shipping weight, 1 pound. \$1.29

B-Floral button front dress perfect work style. Ric-rac on white collar, pocket. Slips on speedily. Good quality washable cotton. Assorted flower prints. Sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33. State size.
47 F 8896—Shipping weight, 1 pound. \$1.59

C-Checked button front dress. Set-in waistband; front pleated, non-gap skirt. Ric-rac trim. Good quality washable cotton. Colors: Copen or red with white checks. Sizes: 34, 36, 38, 40, 42, 44. Scale, pg. 33. State size, color.
47 F 8894—Shipping weight, 1 pound. \$1.59

D-Button front coat dress. Shoulder yoke tucks. Skirt has pleated, non-gap front, gored back. Good quality washable cotton. Copen or red with white checks. Sizes: 34, 36, 38, 40, 42, 44. Scale, pg. 33. State size, color.
47 F 8890—Shipping weight, 1 pound. \$1.79

E-Set in belted button front dress. Pleats at back, front waist for fullness. Roomy pockets. Good quality washable cotton. Assorted floral designs. Sizes: 34, 36, 38, 40, 42. See size scale on page 33. State size.
47 F 8892—Shipping weight, 1 pound. \$1.29

Other dresses and others, all available on Sears Easy Payment Terms. Inside back cover gives complete details.



E-Button Front \$1.29



A-Rayon alpaca-type crepe \$5.98



B-Washable rayon and cotton \$2.98



C-French-type rayon crepe \$3.98

The GRACIOUS LADY Winter Wardrobe

Conservative styles for older women
who prefer long sleeves, longer skirts.

A-Rayon alpaca-type crepe shirtfrock with clever scallops on white bodice inserts. Unpressed pleats, back gored skirt. Dry clean. Colors: Black or medium blue. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 31 F 4850—Shipping weight, 1 lb. 8 oz..... \$5.98

B-Washable rayon and cotton dress with deep V front and detachable white dickey. Shirred bodice, gored skirt. Lux separately. Colors: White design on navy or teal blue. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 31 F 4851—Shipping weight, 1 lb. 8 oz..... \$2.98

C-Striped French-type rayon crepe button front dress. Convertible collar. Lux separately. Colors: White-striped medium blue or luggage brown. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 31 F 4852—Shipping weight, 1 lb. 8 oz..... \$3.98

D-Better quality percale button-front dress. Ric-rac trim. Gathered fullness under yoke, at waist. Washable. Colors: Floral designs on open blue or rose grounds. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 27 F 8910—Shipping weight, 1 pound..... \$1.98

E-Popular, useful shirtfrock with trim, tailored look. Buttoned bodice, convertible collar, front pleated skirt. Good quality percale. Washable. Colors: Neat white design on black or navy. State size, color. Shpg. wt., ea., 1 lb.
♦ 27 F 8908—Sizes: 34, 36, 38, 40, 42, 44.
♦ 27 F 8909—Sweat sizes: 45, 47, 49, 51, 53; lengths: 47½, 48, 49½, 49½, 50 in. Each..... \$1.98

See Gracious Lady size wale on page 17. Dresses ♦ 31 F 4850,
♦ 31 F 4851, ♦ 31 F 4852 shipped from New York. Other
Catalog numbers with ♦ shipped from Kansas City. Order
and pay postage from Sears houses mail order house.



D-Better quality percale \$1.98



E
\$1.98

Shorter Women

You who are 5 feet 3 inches or under will find a happily thrifty and satisfactory solution to all your size problems here

Specially proportioned and styled dresses

Shorter than average? Always spending precious money, and equally precious time, on alterations? Do you wonder if the style you've picked does the most for your shorter figure? Sears has taken the guesswork out of fit and flattery for you with this group of superb dresses and those on pages 33, 35, 37, 41. Not only specially proportioned to your slightly shorter, slightly fuller figure but designed to create an illusion of slim height through the clever use of trims and basic good lines. The specially proportioned sleeves, bodices, and skirts reflect the thinking of some of the best patternmakers in the dress business.

Fabric-wise, too, they're convincing proof that you save when ordering by mail at Sears. For such famous-name fabrics as Stunzi's Wings are included, as well as Luxable cotton and rayon mixtures. All sensibly smart and service-worthy in dressy and casual styles to suit every need. Prices, too, are varied to please all purses. These dresses and other merchandise available on Sears Easy Terms—for full details see inside back cover.

Don't guess your size—check Shorter Women's Size Scale below

Shorter women are 5 feet 3 inches or under. In general, the figure proportions are similar to those of the "misses" figure, except that the waist and hip measurements are slightly fuller. The skirt and bodice lengths are slightly shorter proportionately. Your correct size for best fit and longer wear is determined by your individual measurements. That is why it's wise to order only after consulting the scale below. It will save time and trouble.

Shorter Women's Size Scale

Order sizes:	16½	18½	20½	22½	24½	26½
If your hip measure:	40	42	44	46	47½	49
If your waist measure:	31	33	35	37	39	41
If your bust measure:	37	39	41	43	45	47
If dress length is about:	42	42½	42½	43	43½	44

Catalog numbers marked with * are shipped from New York. Order and pay postage from Sears nearest mail order house.



Rayon taffeta dickey and trim on 2-piece suit dress that has matching gored skirt. Rayon space-type crepe. Dry clean. Black with black-and-white check trim. Sizes: 16½ to 26½. Check size scale below. State size. #31 F 4731—Shipping weight, 1 lb. 8 oz. \$6.98



Stunzi's Wings rayon crepe is the famous-for-wear fabric of this dress-up shirt-frock. Self braided trim, gored skirt. Dry clean. Colors: Soldier blue, forest green. Sizes: 16½ to 26½. Scale left. State size, color. #31 F 4730—Shipping weight, 1 lb. 8 oz. \$7.98



White bows dickey dress, unpressed pleats, back gored skirt. Rayon alpaca-type crepe. Dry clean. Colors: Soldier blue, rosewine. Sizes: 16½ to 26½. Scale on opposite page. State size, color.

*31 F 4732—Shipping wt., 1 lb. 8 oz. \$5.98



2-piece suit dress, with embroidery contrasts. Good quality spun rayon. Dry clean. Colors: Luggage brown, soldier blue, green. Sizes: 16½ to 26½. Scale on opposite page. State size, color.

*31 F 4734—Shipping wt., 1 lb. 8 oz. \$3.98



Scallop-trapunto trim on easy-to-hop-into button front dress. Good quality spun rayon. Dry clean. Colors: Medium green or rosewine. Sizes: 16½ to 26½. Scale, left. State size and color.

*31 F 4733—Shipping wt., 1 lb. 8 oz. \$4.98



Washable shirtfrock, scroll braid trim, unpressed pleated, gored skirt. All spun rayon. Lux separately. Colors: Medium blue or medium rose white trim. Sizes: 16½ to 26½. State size, color.

*31 F 4736—Shipping wt., 1 lb. 6 oz. \$2.98



Washable print basic dress with slenderizing gored skirt. Spun rayon and cotton. Lux separately. Colors: Blue, rose, luggage brown grounds. Sizes: 16½ to 26½. Scale, left. State size, color.

*31 F 4735—Shipping wt., 1 lb. 6 oz. \$2.98



Velveray printed shirtfrock. Shoulder tack trim. Gored skirt has front unpressed pleats. Spun rayon. Dry clean. Colors: Navy or teal blue. Sizes: 16½ to 26½. Scale, left. State size, color.

*31 F 4737—Shipping wt., 1 lb. 6 oz. \$2.98

© PAGE 47 DRESSES



The label tells the
story...these dresses are
designed to slim you

If you wear size 39 or 53 (or any size in between) . . . if you're not as slim as you once were, then you'll find real satisfaction in Sears Trimline dresses. For they were designed with just your figure in mind, styled to erase inches where they show most. They're perfectly proportioned for comfortable, easy fit. The styles have the uncluttered simplicity that is both lastingly smart and slenderizing. You'll find a well-balanced selection for all occasion wear on these two pages and on pages 50 and 51 . . . in a happy variety of types and good fabrics to round out your wardrobe. Each of our Trimline Fashions reflects the savings effected through Sears huge purchasing power . . . so you see, regardless of the size you wear, you save when ordering your clothes by mail. Easy terms are available, too, if total is \$10 or more. See inside back cover.

Trimline features that help to slenderize:

- COMFORT-CUT SHOULDERS for easy fit, don't bind
- DEEP ROOMY ARMOLES allow freedom of action
- WELL-SHAPED SHOULDERS that are neat, flattering
- DART-FITTED WAISTLINES insure smooth, trim fit
- VERTICAL DETAILING on skirts tends to slenderize, gives you a slim, graceful line where it counts.

Stout Women's Size Scale

The stout woman's figure is heavier through the waist and bust than the woman's figure. Trimline garments are designed with this difference in mind. Don't guess your size—use size scale below to assure correct fit.

Order size	39	41	43	45	47	49	51	53
If your hips measure:	42½	45½	47½	49½	51½	53½	55	56½ in.
If your waist measures:	36	38	40	42	44	46	48	50 in.
If your bust measures:	41	43	45	47	49	51	53	55 in.
Dress length measures:	44	44½	45	45½	46	46½	47	47½ in.

Catalog numbers marked with ♦ are shipped from New York.
Order and pay postage from Sears nearest mail order house.



Basic dress, famous Stünzi "Wings," a rayon crepe \$6.98

We present this basic dress as your "good dress," the one you can wear with complete assurance that you're tastefully and appropriately dressed for almost any occasion, practically the year round. The contrasting yoke is V-shaped to give the illusion of a smaller bustline. We've outlined it with embroidery for quiet but rich elegance. The lines of the all-around gored skirt are graciously slimming. The below-the-elbow length of the sleeves is one you'll find comfortable and becoming. Stünzi "Wings" has a firm crepe-twist texture that hangs well and stands up to lots of wear. Dry clean. Colors: Black with pastel rose yoke; navy with pastel blue yoke. Sizes: 39, 41, 43, 45, 47, 49, 51, 53. Check size scale at left.

*31 F 4840—Slate size, color. Shipping weight, 1 lb. 8 oz. \$6.98